

# PLACE *the* SPOTLIGHT *on*



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## Leverage Your Marketing Dollars and Effectiveness by Sponsoring Georgia Branch, AGC Membership Events

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Dear Valued Chapter Member,

It is my pleasure to introduce **Georgia Branch, AGC's 2012 Sponsorship Program**. Your membership in the Chapter provides an abundance of excellent business opportunities for you and your team to take advantage of in the coming year. As you know, Georgia Branch, AGC offers construction executives and industry professionals from across the state a forum to meet, exchange ideas and discuss present and future industry issues. Make the most of these opportunities by leveraging your marketing dollars and maximizing your marketing effectiveness as a 2012 sponsor of Georgia Branch, AGC events and programs. Sign up today using the attached reservation form.

### **Sponsorship Benefits to You and Your Company:**

- Keep your company name and successes visible to potential and current customers and competitors
- Reassure existing clients you are financially strong and committed to serving their needs
- Get your company's name and people in front of multiple potential buyers and current clients at the same time
- Announce to new potential clients you welcome the opportunity to do business with them
- Help your firm stand out among competitors and build brand awareness
- Build stronger relationships with other AGC members
- Show your support for Georgia Branch, AGC and the construction industry by helping to underwrite events and programs

On behalf of your Board of Directors, we appreciate your consideration of this investment, which will pay both tangible and intangible dividends to you and your company! Please review the sponsorship opportunities on the following pages and contact Machell Harper, Director of Member Services for more details at 678-298-4108 or harper@agcga.org.

Sincerely,

Tony Pellicano  
2011-12 Chapter President  
President, Pellicano Construction



# GEORGIA BRANCH, AGC

## 2012 SPONSORSHIP OPPORTUNITIES

Georgia Branch, AGC member firm representatives who participate in membership events serve in the following leadership roles:

*President/CEO; CFO; COO; Vice President; Project Manager; HR Director; Business Development Specialist; Marketing Manager; Superintendent; Project Engineer; Safety Director; Architect; Risk Manager; Estimator; IT Director*

	Sponsorship Levels		
	Diamond \$15,000	Platinum \$10,000	Gold \$5,000
<b>General Benefits</b>			
Company name listed with other Diamond sponsors in 4th Quarter 2012 <i>Georgia Construction Today</i> magazine <i>* Delivered to over 5,000 representatives in the construction, architecture, and engineering community, public and private owners, and legislative officials</i>	✓		
Company color logo included on Chapter's back cover ad in the June 15, 2012 issue of the <i>Atlanta Business Chronicle</i> <i>* Readership of more than 245,000 decision makers throughout the state</i>	✓		
Dedicated 20" x 30" sign featuring your company's color logo at all events listed below	✓		
Company color logo included in "Thank You to our Diamond Sponsors" section of the <i>2012-2013 Membership Directory &amp; Resource Guide</i> <i>* Delivered to over 5,000 representatives of the construction, architecture, and engineering community, public and private owners, and legislative officials</i>	✓		
Special recognition during program at events listed below	✓		
Company name and/or logo included in e-newsletter articles relating to events listed below <i>* Emailed to over 4,300 readers each week</i>	✓	✓	✓
Company color logo included with other Platinum sponsors on one 20" x 30" sign; displayed at events listed below		✓	
Company color logo included with other Gold sponsors on one 20" x 30" sign; displayed at events listed below			✓
<b>Annual Convention</b> June 10 - 13, 2012 at Westin Hilton Head Island Resort & Spa, Hilton Head, SC <i>Family friendly, relaxed atmosphere; annual attendance in recent years topped 300, including executives from industry firms. Networking receptions, award programs, business sessions, social/sporting events</i>			
Registration(s) -- All Activities/Programs; <i>Note: See quantity for each sponsorship level</i>	3	2	1
Social Only Registration(s); <i>See quantity</i>	2	1	
Display Table for Company Materials	✓	✓	
Golf Registration(s); <i>See quantity</i>	2	1	1
Place Company Marketing Flyer in Welcome Bag	✓		
Company Logo/Name Hyperlinked from Event Webpage to your Website Homepage	logo	name	name
Company Name Listed in 3rd Quarter 2012 <i>Georgia Construction Today</i> magazine with convention highlights	✓		

**BENEFITS CONTINUED ON NEXT PAGE**

	DIAMOND	PLATINUM	GOLD
<b>Fall Leadership Conference</b> <i>October 18 - 21, 2012 at Grove Park Inn Resort &amp; Spa in Asheville, NC</i>			
<i>Intimate gathering of industry executives seeking to hone their leadership skills. In-depth workshops, networking socials &amp; golf outings</i>			
Registration(s) -- All Activities/Programs; <i>See quantity</i>	2	2	1
Social Only Registration(s); <i>See quantity</i>	2	1	
Display Table for Company Materials	✓	✓	
Golf Registration(s); <i>See quantity</i>	2	1	1
Place Company Marketing Flyer in Attendee Seats	✓		
Company Logo/Name Hyperlinked from Event Webpage to your Website Homepage	logo	name	name
<b>Fishing &amp; Golf Weekend</b> <i>April 13 - 15, 2012 at Bagby State Park in Fort Gaines, GA</i>			
<i>Casual weekend in beautiful south Georgia on Lake Walter F. George; fishing tournament with Alabama AGC; golfing and great food. Over 150 attendees from across the state participate in this 28 year tradition</i>			
Registration(s) -- All Activities/Programs; <i>See quantity</i>	2	1	1
Social Only Registration(s); <i>See quantity</i>	1	1	
Company Logo/Name Included on the Promotional Brochure	logo	name	name
<b>2 Metro Atlanta Members First Luncheons</b> <i>April 27 &amp; August 22, 2012; Host Venues TBD</i>			
<b>Contacts for Contracts event with a General Contractor Marketplace</b> <i>November 14, 2012; Host Venue TBD</i>			
<i>Two membership luncheons feature timely presentations on topics important to the construction industry; an afternoon Contacts for Contracts event features a casual atmosphere and the opportunity to network with representatives of exhibiting general contractor firms; key industry representatives participate in each of these three events</i>			
Registrations to <b>Each</b> Event; <i>See quantity</i>	6	4	3
Company Logo/Name Included on Each of the Events' Promotional Brochure	logo	name	name
<b>Young Leadership Program Golf Tournament</b> <i>May 2, 2012; Host Course TBD</i>			
<i>Tournament is the sole fundraiser for the Young Leadership Program's Charitable Works Fund. Over 250 players participate each year requiring a facility with two courses. Since inception, this event has raised over \$500,000 in proceeds</i>			
Player Registrations; <i>See Quantity</i>	4	2	
Listed as Elite Sponsor on Signage; Company Logo on Tournament Towel	✓		
Putting Green Sponsor		✓	
Hole Sponsor			✓
Attend Dinner & Awards Ceremony	✓	✓	✓
<b>Political Action Committee (PAC) Sporting Clays Fundraiser</b> <i>October 5, 2012 at Cherokee Rose Sporting Resort in Griffin, GA</i>			
<i>** Opportunity to treat employees and clients to a fun day outdoors; Contributions benefit the Chapter's PAC, which supports pro-business, pro-construction candidates seeking elected office</i>			
Shooter Registration(s); <i>See Quantity</i>	5	2	1
Golf Carts	2		
Listed as Elite Sponsor of Fundraiser on Signage	✓		
Shooting Stand Sponsor		✓	
Refreshments Sponsor			✓
Ammunition	✓	✓	✓
Attend Lunch & Awards Ceremony	✓	✓	✓

**\*\*Notes**

\$2,000 of the Diamond Sponsorship is a contribution to Georgia Branch, AGC's PAC; may not be deducted as a business expense.

\$950 of the Platinum Sponsorship is a contribution to Georgia Branch, AGC's PAC; may not be deducted as a business expense.

\$475 of the Gold Sponsorship is a contribution to Georgia Branch, AGC's PAC; may not be deducted as a business expense.

# GEORGIA BRANCH, AGC

## 2012 SPONSORSHIP RESERVATION FORM



Company Name: \_\_\_\_\_

Contact for Sponsorship: \_\_\_\_\_

Direct Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Please choose one level of sponsorship:

Diamond: \$15,000

Platinum: \$10,000

Gold: \$5,000

### Payment Options:

Check

Please make check payable to Georgia Branch, AGC. Scan form to [registration@agcga.org](mailto:registration@agcga.org) or fax it to 678-298-4101. Then send payment with copy of reservation form to Wells Fargo/Georgia Branch, AGC; PO Box 934023; Atlanta, GA 31193-4023.

Charge my Credit Card

Visa

MasterCard

American Express

Discover

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

**Regardless of payment method, scan this form to [registration@agcga.org](mailto:registration@agcga.org). You may also fax it to the AGC office at 678-298-4101.**

Please contact Machell Harper, Director, Member Services at 678-298-4108 or [harper@agcga.org](mailto:harper@agcga.org) for more details or questions regarding sponsor opportunities. She will be in touch with your above named contact upon receipt of this reservation form to coordinate your firm's participation in events and our promotion of your firm in our marketing materials.